

## Authorized Federal Supply Schedule Price List

<b>Schedule Title</b>		Advertising and Integrated Marketing Solutions (AIMS)	
<b>FSC Group</b>		541	
<b>Contract #</b>		GS-07f-0476V	
<b>1a.</b>	<b>SINs</b>	541-3	Web Based Marketing Services
	GS-07f-0476V	541-4D	Conference, Events and Tradeshow Planning Services
	Small Business	541-4E	Commercial Photography Services
	Set-Aside	541-4F	Commercial Art and Graphic Design Services
		541-2000	Other Direct Costs
<b>Contract #</b>		GS-07f-0477V	
	<b>SINs</b>	541-1	Advertising Services
	GS-07f-0477V	541-2	Public Relations Services
	Non-Set-Aside	541-4A	Market Research & Analysis Services
		541-4B	Video/Film Production Services
		541-4C	Exhibit Design & Implementation Services
		541-5	Integrated Marketing Services
<b>Contract Period</b>		August 15, 2009 - August 14, 2014	
<b>NAICS Codes</b>		541820, 512110, 541430, 541511, 541613, 541810, 541850, 541890, 541910, 541922, 541990, 561920	
<b>Contact</b>		Outreach Strategists, LLC 909 Texas St., Suite 1712 Houston, TX 77002 Phone: 713-247-9600 Fax: 713-247-9605 www.outreachstrategists.com	
<b>Administrator</b>		Mustafa Tameez 713-247-9600 mitameez@outreachstrategists.com	
<b>Business Size</b>		8(a) Small Disadvantaged Business	

Global Reach

Local Approach

Outreach Strategists  
LLC



# Schedule Information

- 2. Maximum order - \$1,000,000
- 3. Minimum order - \$300
- 4. Geographic Coverage (delivery area) – CONUS, District of Columbia, Alaska, Hawaii, Puerto Rico and U.S. Territories
- 5. Point(s) of production – Houston, Texas
- 6. Discount from list prices or statement of net price – Prices are net, all discounts deducted, and are valid for all domestic areas.
- 7. Quantity / volume discount – 1% + \$150,000 per task order to one location
- 8. Prompt payment terms – 1% 10, Net 30
- 9a. Notification that Government purchase cards are accepted at or below the micro- purchase threshold – yes.
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold – no.
- 10. Foreign items – none
- 11a. Time of delivery – as specified in task order.
- 11b. Expedited Delivery - Contact Contractor.
- 11c. Overnight and 2 day delivery – Contact Contractor.
- 11d. Urgent Requirements – Contact Contractor
- 12. F.O.B. points – Destination
- 13a. Ordering address(es) – Outreach Strategists, LLC, 909 Texas Street, Suite 1718, Houston, Texas 77002
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment Address – Outreach Strategists, LLC, 909 Texas Street, Suite 1712, Houston, Texas 77002
- 15. Warranty provision – Standard Commercial Warranty
- 16. - 24b. N/A
- 25. Data Universal Number System (DUNS) number – 794516802
- 26. Notification regarding registration in Central Contractor Registration (CCR) database – Outreach Strategists LLC, has a current and active CCR.

## Contents

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Port of Houston  
Department of Homeland Security  
Harris County Sheriff's Office  
IWG, Inc.  
Keep Houston Safe





1b. Prices are net, all discounts deducted, and are valid for all domestic areas.

### 1c. Schedule 541 Negotiated Labor Hour Category for all SINS Net Pricing for Contract

Labor Hour Category	Year 1 08/15/09	Year 2 08/15/10	Year 3 08/15/11	Year 4 08/15/12	Year 5 08/15/13
Sr. Consultant/ Principal	\$149.62	\$154.11	\$158.73	\$163.49	\$168.40
Sr. Data Analyst/ Statistician	\$139.65	\$143.84	\$148.15	\$152.60	\$157.18
Sr. Media/ Communication Specialist	\$114.71	\$118.15	\$121.70	\$125.35	\$129.11
Media Specialist	\$99.75	\$102.74	\$105.82	\$109.00	\$112.27
Questionnaire Developer	\$99.75	\$102.74	\$105.82	\$109.00	\$112.27
Survey Consultant	\$79.80	\$82.19	\$84.66	\$87.20	\$89.82
Graphic Artist	\$84.79	\$87.33	\$89.95	\$92.65	\$95.43
Web Developer	\$74.81	\$77.05	\$79.37	\$81.75	\$84.20
Poll Taker	\$44.89	\$46.24	\$47.62	\$49.05	\$50.52
Admin. Support	\$39.90	\$41.10	\$42.33	\$43.60	\$44.91
Video Producer/ Director	\$117.21	\$120.73	\$124.35	\$128.08	\$131.92
Videographer/ Cameraman	\$99.75	\$102.74	\$105.82	\$109.00	\$112.27
Photographer Audio/ Specialists	\$99.55	\$100.48	\$103.49	\$106.60	\$109.79



Outreach Strategists  
LLC

#### Notes:

1. Pricing includes .75% IFF
2. Escalation for years 2-5 is based on a negotiated fixed rate of 3% in accordance with clause I-FSS-969, U.S. Bureau of Labor Statistics Employment Cost Index Table 4 dated 01/30/2009.

## Team Outreach



**Rogene Calvert**

*Director*

For more than 30 years Rogene has been one of Houston's most prominent civic leaders. She has extensive expertise in coalition building, policy advocacy, and program management.

### Mustafa Tameez



*Founder & Managing Director*

Mustafa brings his unique perspective to bear on issues ranging from Texas politics to world affairs. His past work as a media relations advisor, advertising executive, and consultant have provided him with a clear view of how to overcome conflict and move projects forward. Mustafa is an integral part of every client's projects.



**Zachary Miller**  
*Communications Manager*

Zak oversees content creation for clients ranging from businesses to institutions and individuals. He brings a sharp understanding of how language shapes messaging.

### Antoine Bryant

*Director*



Antoine is a design and development professional with over 15 years of experience serving communities across the U.S. His background as an urban planner lends itself to his vision.

### Tanya Makany-Rivera

*Associate*



Tanya is deeply involved in the Latino community and has served as Chief of Staff to members of Houston City Council. She understands the social and political currents of the city.

### Randall Butler

*Director*



Randy is a dedicated attorney-mediator with a vast background in successful Conflict Resolution and Crisis management. His work has transcended borders, languages, and historic cultural divides helping groups overcome conflict to build stronger communities.



**Autumn Hose**  
*Graphics Manager*

Autumn has created stunning visuals and graphics in the business and political arenas that combines an excellent understanding of composition and effective marketing.



## Labor Hour Category Descriptions

Labor Hour Category	Experience	Functional Responsibility	Education
Sr. Consultant/ Principal	5+ Years	Oversee all client related activities and meetings. Manage the budget and day-to-day activities.	Bachelors Degree; Masters Degree Degree Optional
Sr. Data Analyst/ Statistician	5+ Years	Responsibilities include the design of surveys, implementation, collection, analysis, and interpretation of numerical data. Process the data and develop conclusions.	Bachelors Degree; Masters Degree Degree Preferred
Media Specialist	8+ Years	Responsibilities include overseeing all media activities (paid and unpaid) including all other full-time media professionals. Also develop media plans.	Bachelors Degree; Masters Degree Degree Optional
Questionnaire Developer	5+ Years	Responsibilities include the creation of surveys or questionnaires that relates to a specific project or product. The questionnaire has the sole purpose of obtaining information for the company in order to develop marketing strategies.	Bachelors Degree; Masters Degree Degree Optional
Survey Consultant	5+ Years	Responsibilities include developing methods and procedures for obtaining the data required by the company. Design surveys to assess consumer preferences through Internet, telephone, or mail responses. Conduct surveys as personal interviews, going door-to-door, leading focus group discussion, or setting up booths in public places.	Bachelors Degree; Masters Degree Degree Preferred

## Example Work Print and Mail





## Labor Hour Category Descriptions

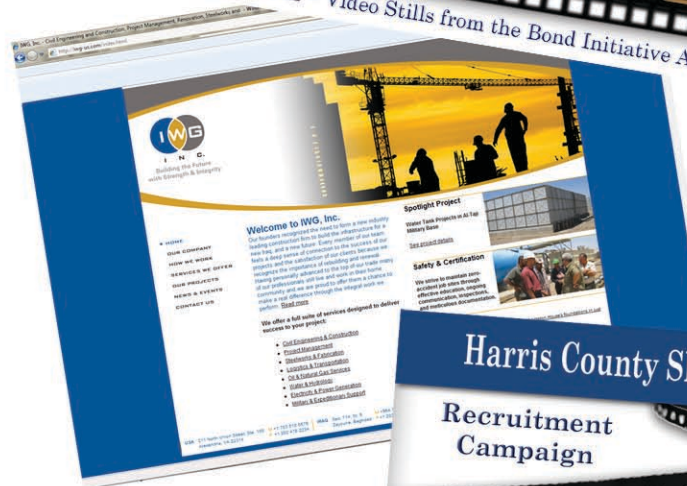
Labor Hour Category	Experience	Functional Responsibility	Education
Graphic Artist	3-5 Years	Develop concepts, plans, and designs for client projects such as brochures, slicks, posters, booklets, logos, etc. Interface with printers and other design vendors. Keep abreast of the latest design-related technologies.	Bachelors Degree
Web Designer	3-5 Years	Responsible for creatively developing effective Web solutions. Build user interface applications using various programming and scripting languages and author complex Web pages. Keep abreast of latest technologies relevant for Web site development such as browsers, languages and plug-ins.	Bachelors Degree or Equivalent Preferred
Poll Taker	0-1 Years	Responsible for contacting the public regarding specific questions and developing the appropriated reports for management.	Bachelors Degree Optional
Admin. Support	0-1 Years	Coordinate and monitor status of client projects including developing status reports, trafficking creative and media processes.	Bachelors Degree Optional
Video Producer /Director	5+ Years	Work closely with the productions staff on a project from conception to completion.	Bachelors Degree or Equivalent Preferred
Video Producer /Cameraman	4+ Years	Works under a Director and responsible for camera, sound and lighting on the set. Provides film/video media pieces.	Bachelors Degree in Arts -Videography
Photographer/ Audio Specialist	5+ Years	Works under a Directory and responsible for still and digital photography / sound production of pieces.	Bachelors Degree in Arts - Photography

## Example Work

### Web and Video



The Port of Houston - Video Stills from the Bond Initiative Ad



The Department of Homeland Security

